

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	)	
	)	
<b>Hiroe SUZUKI et al.</b>	)	
	)	Group Art Unit: <b>Not Yet Assigned</b>
Application No.: <b>Not Yet Assigned</b>	)	
	)	Examiner: <b>Not Yet Assigned</b>
Filed: <b>June 14, 2005</b>	)	
	)	
National Stage of International Application	)	
No. <b>PCT/JP2002/013125</b> under 35 U.S.C.	)	
371, for <b>DYNAMIC BRAND EVALUATION</b>	)	
<b>INFORMATION PROCESSING</b>	)	
<b>APPARATUS AND METHOD</b>	)	

**MAIL STOP PCT**  
**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, VA 22313-1450**

Sir:

**INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. § 1.97(b)**

Pursuant to 37 C.F.R. §§1.56 and 1.97(b), applicants bring to the Examiner's attention the documents listed on attached Form PTO/SB/08. Copies of the listed documents are attached. Applicants respectfully request that the Examiner consider the documents listed on attached Form PTO/SB/08 and indicate that they were considered by making an appropriate notation on this form. This Information Disclosure Statement is being filed with the above-referenced application.

The following are listed on the accompanying PTO/SB/08 and are in a non-English language:

/J.Z./

10/538881

Customer No. 22,852

Attorney Docket No. 08178.0021

JC17 Rec'd PCT/PTO 14 JUN 2005

1. Japanese Patent Publication No. 2001-056763 - An English language

abstract of this document is enclosed.

2. Japanese Patent Publication No. 2002-109175 - An English language

abstract of this document is enclosed.

3. Japanese Patent Publication No. 2002-109183 - An English language

abstract of this document is enclosed.

4. Japanese Patent Publication No. 2002-352071 - An English language

abstract of this document is enclosed.

5. AKUTSU, S. et al., "Branding Capabilities in Creating Knowledge,"

Diamond Harvard Business Review, Kabushiki Kaisha Diamond-sha, Japan, pp. 173-186, (August 2001). - The relevance of this document is discussed at page 2 of the specification of the present application.

6. "Marketing Basics," Japan Marketing Association, Second Edition, pp. 93-

119, (March 2001).

This submission does not represent that a search has been made or that no better art exists and does not constitute an admission that each or all of the listed documents are material or constitute "prior art." If the Examiner applies any of the documents as prior art against any claim in the application and applicants determine that the cited documents do not constitute "prior art" under United States law, applicants reserve the right to present to the Office the relevant facts and law regarding the appropriate status of such documents. Applicants further reserve the right to take

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appropriate action to establish the patentability of the disclosed invention over the listed documents, should one or more of the documents be applied against the claims of the present application.

If there is any fee due in connection with the filing of this Statement, please charge the fee to our Deposit Account No. 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,  
GARRETT & DUNNER, L.L.P.

Dated: June 14, 2005

By: 

Ernest F. Chapman  
Reg. No. 25,961

Enclosures  
EFC/FPD/sci

IDS Form PTO/SB/08: Substitute for 49A/PTO

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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet

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of

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Application Number	Not Yet Assigned 10/538881
Filing Date	June 14, 2005
First Named Inventor	Hiroe SUZUKI et al.
Art Unit	Not Yet Assigned
Examiner Name	Not Yet Assigned
Attorney Docket Number	08178.0021

**U.S. PATENTS AND PUBLISHED U.S. PATENT APPLICATIONS**

Examiner Initials	Cite No. <sup>1</sup>	Document Number	Issue or Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
		US-			
		US-			
		US-			

**Note: Copies of the U.S. Patent Documents are not Required in IDS filed after October 21, 2004****FOREIGN PATENT DOCUMENTS**

Examiner Initials	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	Translation <sup>6</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				
		JP 2001-056763	02-27-2001	ISHINO		ABSTRACT
		JP 2002-109175	04-12-2002	NOMURA et al.		ABSTRACT
		JP 2002-109183	04-12-2002	KUSUMOTO		ABSTRACT
		JP 2002-352071	12-06-2002	NAKAI et al.		ABSTRACT
		ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /J.Z./				

**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	Translation <sup>6</sup>
		NONAKA, I et al., "The Knowledge-Creating Company: How Japanese Companies Create the Dynamics of Innovation," Oxford University Press, Inc., New York, New York, pp. 56-73, (1995).	
		AAKER, D. A. et al., "Marketing Research," John Wiley & Sons, Inc., Seventh Edition, New York, New York, pp. 668-673, (2001).	
		AKUTSU, S. et al., "Branding Capabilities in Creating Knowledge," Diamond Harvard Business Review, Kabushiki Kaisha Diamond-sha, Japan, pp. 173-186, (August 2001).	NO
		"Marketing Basics," Japan Marketing Association, Second Edition, pp. 93-119, (March 2001)	NO
		ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /J.Z./	

Examiner Signature	/John Zelano/	Date Considered	11/18/2008
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.